

## **FINAL MEETING SUMMARY**

### **HANFORD ADVISORY BOARD PUBLIC INVOLVEMENT COMMITTEE**

*June 15, 2005*

*Richland, WA*

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*This is only a summary of issues and actions in this meeting. It may not represent the fullness of ideas discussed or opinions given, and should not be used as a substitute for actual public involvement or public comment on any particular topic unless specifically identified as such.*

#### **Welcome and Introductions**

Amber Waldref, chair, led the meeting. The November 2004 meeting summary was adopted.

#### **2005 Public Budget Meetings**

The committee talked about the Budget Meetings. Amber thanked Washington State Department of Ecology (Ecology) and Environmental Protection Agency (EPA) for coming to Spokane. There was a good turn out and participants seemed to like the dialog format. She stated that she thought there were good questions asked of the agencies and she hoped that they got information they could use. Tim Hill, Ecology, stated that they did take note of how interested people in Spokane are. They were not aware of this previously.

#### **Yakima Open House**

Amber reviewed the review of the Yakima Open House draft memo, drafted by Helen Wheatley. The open house drew about 25 – 30 participants. Most of the participants stayed for up to an hour and half, studying the exhibits and talking with Hanford Advisory Board (Board) members and government representatives. This was the most successful aspect of the open house. The committee is somewhat concerned that the actual number of participants may not have been a good return for the time and effort spent on outreach. However, the committee also recognizes that the outreach efforts have

their own merit and may have longer lasting effects than just bringing people to the open house. The committee also reviewed the format and location of the open house. The review suggests more targeted outreach to typically unreached groups and possibly tying future outreach to other events that are already scheduled, possibly at college campuses.

Amber briefly reviewed the outline for organizing Board Outreach events, which she drafted as a way to organize and illustrate a timeline of planning efforts in a format that could easily be used for planning future events. It could be used as a guide and will help future planners by giving them a starting point.

### **Committee Discussion**

- Amber suggested having a sign-in sheet at the open house, to help track the number of participants. This may not have been done in the past, as it was questionable as to who would keep this information and what it would be used for. Kim stated that the sheet could be kept with the Federal Advisory Committee Act (FACA) files. Aside from tracking attendance, the list could be used to sign-up interested individuals for the listserv.
- Shelley Cimon suggested it might be advisable to track how participants heard about the event. She also suggested tracking and documenting Board members' efforts, as they are part of the outreach and supplement the Board's efforts, giving the Board more visibility in the community. She would like to see the outreach efforts quantified for historical purposes.
- Amber stated that she would check with Martin Yanez to see if he had copies of the editorials that were printed after the event.
- Susan suggested using web statistics as a way to track the number of people reached through open house outreach. The possible increase in number of hits to the website could be a good way to quantify the number of people reached. She also suggested reminding Board members and those doing outreach to push the website.
- Susan will be involved in outreach at the upcoming tours of the Hanford site. She's put together some of the materials the Board has produced in the past and hands them out. She is also involved in helping educate management and workers about the Board.
- Shelley suggested pulling other Board members in to help with outreach. It was suggested that Board members are doing outreach and the committee may not know about it. Board members should be encouraged to report all the outreach they are doing, so that it can be tracked and quantified.

### **State of the Site Meetings**

Tim Hill reviewed the outreach that is occurring in correlation with the State of the Site (SOS) meetings. He noted that this year's SOS meetings are being organized differently. Each agency has been assigned to a particular meeting, rather than splitting up tasks at each meeting. For the Richland meeting an ad was put in the Tri-City Herald and three emails were sent to the listserv.

### **Committee Discussion**

- Amber asked what the key messages are and how these are being communicated to the public. Erik stated that the meeting is being presented as an opportunity to have a conversation with the decision makers. He noted that agency heads will definitely be in attendance at the Richland meeting and Tim noted that Jay Manning, Ecology director, is planning to attend all three meetings.
- Susan noted that the Richland meeting is likely to be rather lively with all that is happening with the River Corridor contract and the retirement benefits.
- Amber suggested having the Board display that Susan is using at the tours available for participants at the SOS meetings. Tim agreed to see if this would be a possibility for the Portland and Seattle meetings.
- Shelley would like to see larger public participation in the SOS meetings. Gerry suggested working with Northwest Public Radio as that saw a lot of success in Spokane. He noted that it reaches a different audience than more traditional outreach methods. Tim stated they are researching the cost of this, but Portland is a different market than Spokane. He did note that radio ads and public service announcements seemed to be more effective and reach a larger audience than newspaper ads.

### **Committee Business**

The committee was scheduled to have a leadership selection discussion, but all nominations could not be confirmed prior to the meeting and too few committee members were present to make a decision.

The next committee call will be on July 21<sup>st</sup>.

## **Handouts**

- Timeline for Organizing HAB Outreach Events
  - Draft Memo to the HAB Public Involvement Committee, RE: Review of the Yakima Open House, April 2005
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## **Attendees**

### **HAB Members and Alternates**

Shelley Cimon		
Norma Jean Germond		
Susan Leckband		
Amber Waldref		

### **Others**

Steve Chalk, DOE-RL	Tim Hill, Ecology	Lynette Bennett, WA Closure
Erik Olds, DOE-ORP		Stacey Howery, EnviroIssues
Kim Ballinger, DOE-ORP		Penny Mabie, EnviroIssues